



MEDIA ADVISORY

For events occurring June 8, 2016

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California Powdered Alcohol Ban Scheduled for Key Committee Vote

In Person: Palcohol Promoter vs. Public Health

SAN RAFAEL, CA (June 7, 2016) – Alcohol Justice and the California Alcohol Policy Alliance (CAPA) will be among those testifying Wednesday in support of a bill to ban powdered alcohol in California. **SB 819**, authored by Senator Bob Huff (R-Diamond Bar), coauthored by Assemblymember Jacquie Irwin (D-Thousand Oaks), has passed unopposed through the Senate and will now be heard in the Assembly Governmental Organization Committee.

SB 819 would prohibit the possession, purchase, sale, offer for sale, distribution, manufacture, or use of powdered alcohol in California and would make the violation of those provisions punishable with a fine. A strong statewide coalition of over 50 organizations, and hundreds of individuals concerned with health and safety, especially of underage drinkers, supports the ban.



A proponent of the youth-attractive substance, Palcohol producer Mark Phillips from Arizona, has indicated to the bill's author that he will testify against the ban. Nationwide, 32 states have already banned the product, either permanently or by temporary regulation. In California over 500 underage alcohol-related deaths occur annually, while underage drinking costs the public \$3.5 billion.

What: CA Assembly Governmental Organization Committee Hearing

When: Wednesday, June 8, 2016, 1:30 P.M.

Where: Room #4202 – State Capitol, Sacramento, CA 95814

Who: *Supporters of California Powdered Alcohol Ban:*

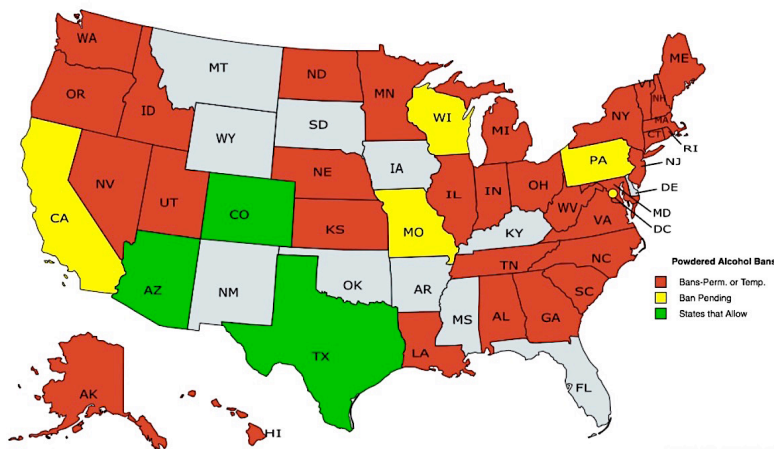
- Alcohol Justice
- Association of California Healthcare Districts
- California Academy of Family Physicians
- California Alcohol Policy Alliance (CAPA)
- California Association of Driving Under the Influence Treatment Programs
- California Beer and Beverage Distributors
- California Craft Brewers Association
- California College and University Police Chiefs Association California Council on Alcohol Problems
- California District Attorneys Association
- California Friday Night Live Partnership
- California State Sheriffs' Association
- Children's Hospital Los Angeles
- City and County of San Francisco Board of Supervisors
- City of El Cajon
- City of Hayward
- Consumer Federation of California

- Contra Costa County Board of Supervisors
- County Behavioral Health Directors Association
- County Health Executives Association of California
- County of El Dorado Board of Supervisors
- Dolores Huerte Foundation
- Eden Youth and Family Center
- Health Officers Association of California
- Institute of Public Strategies
- Janus of Santa Cruz
- Los Angeles County Sheriff's Department
- Los Angeles Drug and Alcohol Policy Alliance (LADAPA)
- Lutheran Office of Public Policy California
- Marin County Board of Supervisors
- National Council on Alcoholism and Drug Dependence
- San Fernando Valley Partnership for a Positive Pomona
- Placer County Board of Supervisors
- Pueblo y Salud
- Saving Lives Coalition
- SHIELDS for Families Social Model Recovery Systems, Inc.
- Sonoma County Board of Supervisors
- The Wall Las Memorias Project
- Ventura County Board of Supervisors
- Youth Leadership Institute

Why: Powdered Alcohol:

- Low cost
- Easy youth access
- Similar size and shape to nonalcoholic children's drink packets
- Potential mixing with a small amount of water to make a single very potent drink
- Mixing powdered alcohol with beer or alcopops
- Mixing powdered alcohol with energy drinks or other youth-oriented products
- Concealment by underage drinkers attending events/locations where alcohol is prohibited
- Ingestion of the product by snorting, vaping, smoking, or eating
- Easy theft
- Highly flammable

There is no good reason to allow another dangerous alcohol product to be sold in the state, especially one that will be so easily abused by underage drinkers. As the largest alcohol market in the U.S., California also suffers the most alcohol-related harm. Every year California loses nearly 10,000 lives and over \$22 billion dollars to alcohol-related harm.



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